

Parliament Party Zone '97 Winter Program Hunter Mtn



WINTER '97 - Hunter (8 week program)

House:	\$15,000
Vehicles:	\$ 4,000
Sponsorship:	\$20,000
Supervisors:	\$10,000
Surveyors:	\$ 2,400

TOTAL \$51,400

* (Materials in '96 cost \$36,000 - minimal amounts of merchandise are left in the GMR warehouse.)

TIMETABLE**

Promotions Jan. 24 - March 16 (8 weeks)

Sell-in, secure house and warehouse: Weeks of December 9 and 16

Contracts: Week of Jan. 6

** Must know from Brand if Winter program exists no later than November 13.

CRI ?
KDC ?

GMR
MARKETING
Gary M. Reynolds & Associates, Inc.

September 26, 1996

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